Traffic Order# 37572

10/12/2012 1:06 PM 10/12/2012 11:49 AM

Printed: 10/1
Last Received: 10/1
Showing Buylines: All Lines

Station KLAS-TV LAS VEGAS

Advertiser ( ) PRIORITIES USA ACTIO

Product Issue Estimate# 1567

Buyer CASEY BASSETTE

Phone# Fax# Agency ( ) MUNDY KATOWITZ MEDIA

1322 G ST, SE

WASHINGTON, DC 20003 Agency C/P1/P2/E 321/340/1567

Flight Dates

321/340/1567 10/30/2012 - 11/06/2012

Hiatus Weeks

Rep Firm

Sales Office ( ) WASHINGTON Salesperson ( ) MIKE JONES 1 of 9

Salesperson Phone# 202-872-5880 Salesperson FAX# 202-872-0263

## --- CONTRACT COMMENT ---

## --- REMARKS ---

REVISION, DO NOT DOUBLE BOOK TOTAL - \$74,300 PLEASE CONFIRM

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*1	TU	500A-600A	8-NOW 5AM	:30	\$1,000.00	10/30-10/30	0	0	0	\$0.00	
		Sales Rem	nark: V	3 .								
		V3 Commer	it Changed,	Spots/week Changed								
	*2	W	500A-60CA	8-NOW 5AM	:30	\$3,000.00	10/31-10/31	1	1	1	\$3,000.00	
		Sales Rem	nark: V	3.								
		V3 Commer	t Changed,	Rate Changed								
	* 3	TH	500A-600A	8-NOW 5AM	:30	\$1,000.00	11/01-11/01	0	0	0	\$0.00	
		Sales Rem	nark: V	3.								
		V3 Commer	t Changed,	Spots/week Changed								
	* 4	F	500A-600A	8-NOW SAM	:30	\$3,000.00	11/02-11/02	1	1	1	\$3,000.00	
		Sales Rem	nark: V	3.								
		V3 Commer	t Changed,	Rate Changed								
											natival Court across Hannas	
	*5	М		8-NOW 5AM	:30	\$3,000.00	11/05-11/05	1	1	1	\$3,000.00	
		Sales Rem		3.								
		V3 Commer	t Changed,	Rate Changed								

Rep Order# EC'd Yes Traffic Order# 37572 10/12/2012 1:06 PM 2 of 9 8879086 Ver# 3 Status Revised Printed: 10/12/2012 11:49 AM

Last Received: Showing Buylines: All Lines

V3 Comment Changed, Rate Changed

				Showing Buylines: All Lines										
Produ	rtiser uct	AS-TV LAS VEGAS  ( ) PRIORITIES USA	ACTIO	Agency         ( ) MUNDY KATOWITZ MEDIA         Rep Firm           1322 G ST, SE         Sales Office (           WASHINGTON, DC 20003         Salesperson (           Agency C/P1/P2/E         321/340/1567							) WASHINGTON ) MIKE JONES			
Estim Buyer Phone	r ( e#	1567 CASEY BASSETTE		Agency C/P1/F Flight Dates Hiatus Weeks		0/2012 - 11/06/20	12	Salesperson Phone# Salesperson FAX#		202-872-5880 202-872-0263				
Fax# LT	Ln	Day Time	Program		Len	Rate	Dates	Spots/Week	Weeks	Total Spots	Total Cost	Daypart		
	* 6	TU 500A-60CA	A 8-NOW 5AM		: 30	\$1,000.00	11/06-11/06	0	0	0	\$0.00			
	•		/3 .			, =, ======	,,							
			Spots/week Changed											
	*7	TU 600A-700A	A 8-NOW 6AM		:30	\$3,000.00	10/30-10/30	1	1	1	\$3,000.00			
		Sales Remark: V	73.											
		V3 Comment Changed,	Rate Changed											
	* 8	W 600A-70CA	MA6 WON-8 A		:30	\$1,200.00	10/31-10/31	0	0	0	\$0.00			
			/3 .											
		V3 Comment Changed,	Spots/week Changed											
	<b>+</b> 9	mu (003 7003			- 20	62 000 00	11/01 11/01	1	1	1	\$3,000.00			
	- 9		A 8-NOW 6AM 73 .		:30	\$3,000.00	11/01-11/01	1	1	1	\$3,000.00			
		V3 Comment Changed,												
		13 commence on angear												
	*10	F 600A-70CF	A 8-NOW 6AM		:30	\$1,200.00	11/02-11/02	0	0	0	\$0.00			
			73.			•								
		V3 Comment Changed,	Spots/week Changed											
	*11	M 600A-70CA	A 8-NOW 6AM		:30	\$1,200.00	11/05-11/05	0	0	0	\$0.00			
		Sales Remark: V	73 .											
		V3 Comment Changed,	Spots/week Changed											
	*12	TU 600A-700A	A 8-NOW 6AM		:30	\$3,000.00	11/06-11/06	1	1	1	\$3,000.00			
			/3 .											
		V3 Comment Changed,	Rate Changed											
	+12	m: 7003 2003	one mue unue es		20	61 000 00	10/20 10/20	0	0	0	\$0.00			
	*13		A CBS THS MRNG-2<		:30	\$1,000.00	10/30-10/30	U	U	U	30.00			
			Spots/week Changed											
		. 5 comment changed,	Spoto, work changed											
	*14	W 700A-900A	A CBS THS MRNG-2<		:30	\$3,000.00	10/31-10/31	1	1	1	\$3,000.00			
			73 .			•								
		Wa Comment Channel	Data Charact											

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Last Received:

EC u	103				Showing Buylines: All Lines									
Station KLAS-TV LAS VEGAS Advertiser ( ) PRIORITIES USA ACTIO Product Issue Estimate# 1567 Buyer CASEY BASSETTE					Agency ( 1322 G WASH Agency C/P1/P2/ Flight Dates	Rep Firm Sales Office Salesperson Salesperson	( ) N Phone#	202-872-	ASHINGTON IKE JONES 202-872-5880 202-872-0263					
Phone Fax#	<b>:#</b>				Hiatus Weeks				Salesperson	FAX#	202-872-0	0263		
LT	Ln	Day	Time	Program		Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost		
	*15	тн	700A-90CA	CBS THS MRNG-2<		:30	\$3,000.00	11/01-11/01	1	1	1	\$3,000.00		
Sales Remark: V3 .														
		V3 Commer	nt Changed,	Rate Changed										

Daypart \_\_\_\_

\$0.00 \*16 700A-900A CBS THS MRNG-2< :30 \$1,000.00 11/02-11/02 0 0 V3 . Sales Remark:

\*17 М 700A-90CA CBS THS MRNG-2< 0 0 0 \$0.00 :30 \$1,000.00 11/05-11/05 Sales Remark: v3 . V3 Comment Changed, Spots/week Changed

1 1 \$3,000.00 \*18 TU 700A-900A CBS THS MRNG-2< :30 \$3,000.00 11/06-11/06 1 Sales Remark: V3 .

0 0 \$0.00 \*19 TU 900A-LIVE WTH KELLY :30 \$1,100.00 10/30-10/30 1000A Sales Remark: V3 .

V3 Comment Changed, Spots/week Changed

1 \$2,000.00 \*20 W 900A-LIVE WTH KELLY \$2,000.00 10/31-10/31 1 1 :30 1000A V3 . Sales Remark:

\*21 TH 900A-11/01-11/01 1 1 1 \$2,000.00 LIVE WTH KELLY :30 \$2,000.00

1000A

Sales Remark: V3 . V3 Comment Changed, Rate Changed

1 \$2,000.00 \*22 900A-LIVE WTH KELLY :30 \$2,000.00 11/05-11/05 1 1

1000A Sales Remark: V3 .

V3 Comment Changed, Rate Changed

V3 Comment Changed, Spots/week Changed

V3 Comment Changed, Rate Changed

V3 Comment Changed, Rate Changed

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Showing Buylines: All Lines

V3 Comment Changed, Spots/week Changed

Advertiser Product Estimate#		r (	Issue			1322 G	ST, SE NGTON,	/ KATOWITZ M , DC 20003 //340/1567	EDIA	Rep Firm Sales Office ( ) WASHINGTON Salesperson ( ) MIKE JONES				
Bu	yer one#		CASEY BASS	SETTE		Flight Dates Hiatus Weeks		/2012 - 11/06/201:	2	Salesperson Salesperson		202-872-5 202-872-0		
LT	L:	n	Day	Time	Program		Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	-													
	*;	23	TU	1200P- 1230P	8-NOW NOON		:30	\$2,000.00	10/30-10/30	1	1	1	\$2,000.00	
			Sales Rem	ark: V	3.									
			V3 Commen	t Changed,	Rate Changed									
	*:	24	W	1200P- 1230P	8-NOW NOON		:30	\$1,200.00	10/31-10/31	0	0	0	\$0.00	
			Sales Rem		3.									
			V3 Commen	t Changed,	Spots/week Changed									
	*:	25	ТН	1200P- 1230P	8-NOM NOON		:30	\$2,000.00	11/01-11/01	1	1	1	\$2,000.00	
			Sales Rem	ark: V	3.									
			V3 Commen	t Changed,	Rate Changed									
	*;	26	F	1200P- 1230P	8-NOW NOON		:30	\$1,200.00	11/02-11/02	0	0	0	\$0.00	
			Sales Rem		3.									
			V3 Commen	t Changed,	Spots/week Changed									
	*;	27	М	1200P- 1230P	8-NOW NOON		:30	\$2,000.00	11/05-11/05	1	1	1	\$2,000.00	
			Sales Rem		3.									
					Rate Changed									
	*:	28	F	1230P- 200P	BOLD & BEAUTIFUL/DEA	AL.	:30	\$1,350.00	11/02-11/02	0	0	0	\$0.00	
			Sales Rem	ark: V	3.									
			V3 Commen	t Changed,	Spots/week Changed									
	*:	29	TÜ	300P-400P	ELLEN		:30	\$1,600.00	10/30-10/30	0	0	0	\$0.00	
			Sales Rem	ark: V	3.									

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	Station Adverti Produc Estimat	iser ( t I	AS-TV LAS VEGAS  ) PRIORITIES U ssue	Agency ( 1322 G WASH Agency C/P1/P2/	Rep Firm Sales Office ( ) WASHINGTON Salesperson ( ) MIKE JONES								
	Buyer Phone#	(	CASEY BASSETTE		Flight Dates Hiatus Weeks		1/340/1567 //2012 - 11/06/201	2	Salesperson Salesperson		202-872- 202-872-		
	Fax# .T	Ln	Day Time	Program		Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
-													
		*30		100P ELLEN		:30	\$1,600.00	10/31-10/31	0	0	0	\$0.00	
			Sales Remark:	V3 .									
			V3 Comment Chang	ged, Spots/week Changed									
		*31	TH 300P-4	10CP ELLEN		:30	\$2,500.00	11/01-11/01	1	1	1	\$2,500.00	
			Sales Remark:	v3 .									
				ged, Rate Changed									
						- 20	62 500 00	11/02 11/02	1	1	1	\$2,500.00	
		*32		40CP ELLEN		:30	\$2,500.00	11/02-11/02	1	1	1	\$2,500.00	
			Sales Remark:	V3 . ged, Rate Changed									
			vs comment chang	ged, Rate Changed									
		*33	W 400P-	50CP 8-NOW 4PM/8-NOW 430	)PM	:30	\$2,500.00	10/31-10/31	1	1	1	\$2,500.00	
			Sales Remark:	v3 .									
			V3 Comment Chang	ged, Rate Changed									
		*34	TH 400P-	50CP 8-NOW 4PM/8-NOW 43C	) PM	: 30	\$2,500.00	11/01-11/01	1	1	1	\$2,500.00	
			Sales Remark:	V3 .									
			V3 Comment Chan	ged, Rate Changed									
		*35	M 400P-	50CP 8-NOW 4PM/8-NOW 43C	) PM	:30	\$2,500.00	11/05-11/05	1	1	1	\$2,500.00	
			Sales Remark:	V3 .			·						
				ged, Rate Changed									
				-									
		*36	TU 500P-	630P NEWS		:30	\$3,000.00	10/30-10/30	1	1	1	\$3,000.00	
			Sales Remark:	V3 .									
			V3 Comment Chan	ged, Rate Changed									
		*37	W 5000	630P NEWS		:30	\$3,000.00	10/31-10/31	1	1	1	\$3,000.00	
		*37	W 500P- Sales Remark:	V3.		: 30	\$3,000.00	10/31-10/31	•	•	•	+3,000.00	
				ys . ged, Rate Changed									
			vs condient chan	ged, Rate Changed									
		*38	TH 500P-	630P NEWS		:30	\$3,000.00	11/01-11/01	1	1	1	\$3,000.00	
			Sales Remark:	V3 .									
			V3 Comment Chan	ged, Rate Changed									

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**Showing Buylines:** All Lines

Station KLAS-TV LAS VEGAS Advertiser ( ) PRIORITIES USA ACTIO Product Issue Estimate# 1567			G ST, SE HINGTON	/ KATOWITZ M , DC 20003 //340/1567	EDIA		Rep Firm Sales Office ( ) WASHINGTON Salesperson ( ) MIKE JONES							
1	Buyer Phone#		CASEY BASS	SETTE		Flight Dates 10/30/2012 - 11/06/2012 Hiatus Weeks			Salesperson Phone# Salesperson FAX#		202-872-5880 202-872-0263			
	Fax# .T	Ln	Day	Time	Program		Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
-														
		*39	F	500P-630P	NEWS		:30	\$1,700.00	11/02-11/02	0	0	0	\$0.00	
			Sales Rem	ark: V	3.									
			V3 Commen	t Changed,	Spots/week Changed									
		*40	mu.	630p_700p	INSIDE EDITION		: 30	\$3,000.00	11/01-11/01	0	0	0	\$0.00	
		*40	TH		3.		. 30	33,000.00	11/01 11/01	· ·	·	v	70.00	
			Sales Rem		Spots/week Changed									
			v3 Commer	ic changed,	Spots/week Changed									
		*41	М	630P-70CP	INSIDE EDITION		:30	\$3,500.00	11/05-11/05	1	1	1	\$3,500.00	
			Sales Ren		3.									
			V3 Commer	nt Changed,	Rate Changed									
		*42	W	700P-800P	ENT TONIGHT 30/INSI	DER	:30	\$3,000.00	10/31-10/31	0	0	0	\$0.00	
			Sales Ren		3.									
			V3 Commer	nt Changed,	Spots/week Changed									
		*43	F	700P-80CP	ENT TONIGHT 30/INSI	DER	:30	\$3,000.00	11/02-11/02	e	0	0	\$0.00	
			Sales Rem	mark: V	3.									
			V3 Commer	nt Changed,	Spots/week Changed									
		*44	TU	1135P- 1235A	D LETTRMAN-CBS<		:30	\$950.00	10/30-10/30	0	0	0	\$0.00	
			Sales Rem	nark: V	3.									
			V3 Commer	nt Changed,	Spots/week Changed									
		*45	W	1135P- 1235A	D LETTRMAN-CBS<		:30	\$950.00	10/31-10/31	0	0	0	\$0.00	
			Sales Ren	mark: V	3.									
			V3 Commer	nt Changed,	Spots/week Changed									
		*46	ТН	1135P- 1235A	D LETTRMAN-CBS<		:30	\$950.00	11/01-11/01	0	0	0	\$0.00	
			Sales Rem		3.									
					Spots/week Changed									

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Produc	Advertiser ( ) PRIORITIES USA ACTIO Product Issue Estimate# 1567		ACTIO	Agency ( ) 1322 G : WASHI	Rep Firm Sales Office ( ) WASHINGTON Salesperson ( ) MIKE JONES								
Buyer Phone# Fax#	(	CASEY BASS	SETTE		Agency C/P1/P2/E Flight Dates Hiatus Weeks		/340/1567 /2012 - 11/06/201:	2	Salesperson Salesperson		202-872- 202-872-		
LT	Ln	Day	Time	Program		Len	Rate	Dates	Spots/Week	Weeks	Total Spots	Total Cost	Daypart
	*47	F	1135P- 1235A	D LETTRMAN-CBS<		:30	\$950.00	11/02-11/02	0	0	0	\$0.00	
		Sales Rem	ark: '	<b>v</b> 3 .									
		V3 Commen	t Changed	, Spots/week Changed									
	*48	М	1135P- 1235A	D LETTRMAN-CBS<		:30	\$950.00	11/05-11/05	0	0	0	\$0.00	
		Sales Rem		<b>v</b> 3 .									
		V3 Commen	t Changed	, Spots/week Changed									
	*49	TU	1235A- 135A	LT-FERGUSN-CBS<		:30	\$450.00	10/30-10/30	0	0	0	\$0.00	
		Sales Rem	mark:	v3 .									
		V3 Commen	t Changed	, Spots/week Changed									
	*5C	W	1235A- 135A	LT-FERGUSN-CBS<		:30	\$450.0C	10/31-10/31	0	0	0	\$0.00	
		Sales Rem	nark:	V3 .									
		V3 Commen	t Changed	, Spots/week Changed									
	*51	тн	1235A- 135A	LT-FERGUSN-CBS<		:30	\$1,200.00	11/01-11/01	1	1	1	\$1,200.00	
		Sales Rem	nark:	v3 .									
		V3 Commer	t Changed	, Rate Changed									
	*52	F	1235A- 135A	LT-FERGUSN-CBS<		:30	\$450.00	11/02-11/02	0	0	0	\$0.00	
		Sales Rem	nark:	v3 .									
		V3 Commer	it Changed	, Spots/week Changed									
	*53	М	1235A- 135A	LT-FERGUSN-CBS<		:30	\$1,200.00	11/05-11/05	1	1	1	\$1,200.00	
	Sales Remark: V3 .												
		V3 Commer	t Changed	, Rate Changed									

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**Showing Buylines:** All Lines

Station KLAS-TV LAS VEGAS Advertiser ( ) PRIORITIES USA ACTIO Product Issue Estimate# 1567				1322 G	ST, SE NGTON	Y KATOWITZ M , DC 20003 1/340/1567	EDIA	Rep Firm Sales Office Salesperson		) WASHINGTON ) MIKE JONES			
Buye Phon Fax#	e#	CASEY BAS	SETTE		Flight Dates Hiatus Weeks	10/30	/2012 - 11/06/201	2	Salesperson Salesperson		202-872- 202-872-		
LT	Ln	Day	Time	Program .		Len	Rate	Dates	Spots/Week	Weeks	Total Spots	Total Cost	Daypart
	 *54	w	135A-235	5A ELECTRIC/ET		:30	\$250.00	10/31-10/31	1	1	1	\$250.00	
	٠.	 Sales Re		v3 .			,200,00	20,02 20,02					
				des changed									
	<b>*55</b>	F	135A-235	SA ELECTRIC/ET		:30	\$250.00	11/02-11/02	1	1	1	\$250.00	
		Sales Re		V3 .									
		V3 More	than 2 coo	des changed									
	*56	SA	F 20D_600	OP POLITICS NOW		:30	\$1,000.00	11/03-11/03	0	0	0	\$0.00	
	- 36	Sales Re		V3.		. 30	31,000.00	11/03-11/03	O .	Ü	· ·	20.00	
				d, Spots/week Changed									
			<b>,</b>	., ., .,									
	*57	SA	700P-800	OP ENT TONIGHT 60		:30	\$600.00	11/03-11/03	0	0	0	\$0.00	
		Sales Re	mark:	v3 .									
		V3 Comme	nt Changed	d, Spots/week Changed									
	*58	SA	1100P- 1135P	NEWS		:30	\$2,500.00	11/03-11/03	1	1	1	\$2,500.00	
		Sales Re	mark:	V3 .									
		V3 Comme	nt Changed	d, Rate Changed									
	*59	SU	1100P-	NEWS		:30	\$2,500.00	11/04-11/04	1	1	1	\$2,500.00	
		Sales Re	1135P	v3 .									
				d, Rate Changed									
				.,									
	*60	SA	1135P- 1235A	PRIVATE PRACTICE		: 30	\$500.00	11/03-11/03	1	1	1	\$500.00	
		Sales Re	mark:	V3 .									
		V3 More	than 2 coo	des changed									
	*61	SA	1235A- 135A	DAVINCI'S INQUEST		:30	\$400.00	11/03-11/03	1	1	1	\$400.00	
		Sales Re		v3 .									

V3 More than 2 codes changed

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Showing Buylines: All Lines

Station KLAS-TV LAS VEGAS Agency ) MUNDY KATOWITZ MEDIA Rep Firm ) PRIORITIES USA ACTIO 1322 G ST, SE Sales Office ( ) WASHINGTON Advertiser WASHINGTON, DC 20003 Salesperson ( ) MIKE JONES **Product** Issue Estimate# Agency C/P1/P2/E 321/340/1567 1567 **CASEY BASSETTE** Flight Dates 10/30/2012 - 11/06/2012 Salesperson Phone# 202-872-5880 Buver Hiatus Weeks Phone# Salesperson FAX# 202-872-0263 Fax# Dates Spots/Week # of Total Total Cost LT Ln Day Time Program Len Rate Daypart Weeks Spots 600A-630A 8-NOW SU MR1 \$1,500.00 11/04-11/04 1 1 \$1,500.00 \* 62 SU :30 1 V3 . Sales Remark: V3 Comment Changed, Rate Changed \*63 SU 300P-400P STORM STORIES :30 \$450.00 11/04-11/04 0 0 0 \$0.00 V3 . Sales Remark: V3 Comment Changed, Spots/week Changed 500P-70CP INSIDE EDITION 0 \$0.00 \* 64 SU :30 \$650.00 11/04-11/04 0 V3 . Sales Remark: V3 Comment Changed, Spots/week Changed

## --- REPORT TOTALS---

Report Totals: 33 / \$74,300.00

## ---SALES MONTHLY TOTALS---

Nov 12: 33 / \$74,300.00

Sales Totals: 33 / \$74,300.00 Station Totals: 33 / \$74,300.00 Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$247,667 CABL 0% 30₺ 40% KTNV 25% KTUD 0% KLAS **KSNV** 0% 0% **KVCW** KVMY 90 KVVU 5% UNKN

Books FEB11 Demos RA35+